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AUTHOR Riley, Cheryl
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ABSTRACT

The Ward Edwards Library of Central Missouri State University attempts to collect the materials necessary to support classroom needs and faculty research. This assessment gauges how well the library print collection supports the Department of Communication, in which undergraduate majors and postgraduate degrees are offered in a total of 85 courses. An overall review of library holdings indicates that it has 69% of the holdings suggested by "Books for College Libraries." A comparison of seven subject bibliographies in communications finds the collection fairly well balanced. In addition, the collection holds 69% of the listed communication journals. A survey of faculty opinion (about 20 faculty members) finds these highly useful. While the collection appears to be at a level that affords instructional support, the Communication Department has purchased only approximately 150 nonserial items for each of the past 3 years. This number seems too low to continue to support instruction in a field that changes so rapidly. Careful management will be needed to maintain the present collection level, and greater financial resources are required. Two tables list book holdings in Communication. Appendixes contain a list of courses in Communication and the survey results for faculty opinion of journals. (SLD)

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ED 371 756

WARD EDWARDS LIBRARY'S MATERIALS IN COMMUNICATION DISCIPLINES: AN ASSESSMENT

Submitted to:
Dr. Pal Rao, Dean of Library Services
Dr. Dan Curtis, Chair
Department of Communication

Prepared by:
Cheryl Riley
Communication Bibliographer

April 5, 1994

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ASSESSMENT OF THE COMMUNICATION COLLECTION

1. Policy Statement and/or Limitations of the Collections

The purpose of this collection is twofold: to support the undergraduate and graduate courses offered by the Department of Communication and to provide materials which support faculty research. The Department of Communication is a combination of two disciplines: Mass Communication and Speech Communication, covering nine programs. This is a broad range of materials for one department to be responsible for. This discipline is, by its very nature, interdisciplinary and should be considered a portion of every degree offered at Central Missouri State University.

Communication materials are spread throughout Ward Edwards Library. Communication and mass media materials are designated by Library of Congress classification numbers:

HE7601-HE9715	- Telecommunication: Radio/TV
HE5801-HF6191	- Advertising
HM258 & P87-P99.6	- Mass media/Communications
HM261-HM 263	- Public Relations
KF2161-KF2849	- Transportation communication
KF4770-KF4783	- Freedom of expression
PN1900-PN1992.5	- Radio and television broadcasting
PN1993-PN1999	- Motion pictures
PN4001-PN4321	- Oratory/Speech/Debate
PN4375-PN5650	- Journalism
Z657-Z659	- Bibliography--free press, censorship
Z5630	- Bibliography--communication
Z5785.M9	- Bibliography--motion pictures
Z7711	- Bibliography--television

Ward Edwards Library attempts to collect those materials necessary to support classroom needs and faculty research. General tools are added as needed. Because of the breadth of programs within the Department of Communication and the finite resources allocated to the Department, the collection is limited.

2. Identification of Courses or Programs Supported

Students at Central Missouri State University can receive the following communication degrees: a B.S. degree with a Broadcasting and Film major; a Broadcasting and Film minor for a Bachelors Degree; a B.S. degree with a Journalism major; a Journalism minor for a Bachelors degree; a Journalism minor for a B.S. in Education degree; a B.A. degree with a Mass Communication major; a Mass Communication minor for a Bachelors degree; a B.S. degree with a Public Relations major; a B.S. degree with an Organizational Communication major; a B.A. or B.S. degree with a Speech Communication degree; a Speech Communication minor for a bachelors degree; and a B.S. in Education degree with a major in

Speech Communication and Theatre. Post-graduate degrees offered are an M.A. in Communication and M.S.E. in Speech Communication.

According to information in the Central Fact Book--1993, 6,451 undergraduate credit hours were generated by Mass Communication and 7,391 by Speech Communication for the academic year 1992-1993. Speech Communication generated 156 graduate credit hours, Mass Communication generated 396 graduate credit hours and Communication generated 369 graduate credit hours. This represents a grand total of 14,763 credit hours generated by the Department of Communication. This places the Department of Communication sixth in total student credit hours generated when a rank order of departments on campus is reviewed.

The Department of Communication has a total of 22.75 FTE teaching faculty; 13.25 assigned to Speech Communication, 9.0 assigned to Mass Communication, and .5 to Communication. In rank order, the Department of Communication is third in size of teaching faculty; only the Department of English and the Department of Mathematics and Computer Science are bigger.

The Department of Communication lists a total of 85 different courses in the present graduate and undergraduate catalogs. The individual courses are listed in Appendix A.

3. Assessment of Present Holdings.

The assessment of Ward Edwards Library's holdings includes several steps. Generally, the collection is separated into books and periodicals. The non-print collection has not been reviewed due to lack of a single source listing those resources. The procedure followed first identified Library of Congress classification numbers that represent communication disciplines and then accounted for library holdings in those disciplines. Library holdings were reported individually for each of the last four decades. The next step in the assessment process was to compare Ward Edwards Library's holdings to standard library bibliographies as well as to bibliographies in the communication disciplines.

Ward Edwards Library's holdings for the Library of Congress classification numbers representing disciplines taught by the Department of Communication are listed in Table 1.

Table 1
Ward Edwards Library Holdings - Communication Disciplines

LC CLASSIFICATION	SUBJECT	# OF BOOKS IN WEL	PRE-1960	1960S	1970S	1980S	1990S
HE7601-HE9715	TELECOMM. RADIO. TV.	433	32	30	171	167	33
HF5801-HF6191	ADVERTISING	611	58	92	179	250	32
HM258	COMM/MASS MEDIA	112	1	19	57	32	3
HM261-HM263	PUBLIC RELATIONS	206	41	41	43	63	18
KF2161-KF2849	TRANSPORTATION COMMUNICATION	194	7	19	70	87	11
KF4770-KF4783	FREEDOM OF EXPRESSION	112	1	15	34	52	10
P87-P99.6	COMM/MASS MEDIA	766	20	67	240	343	96
PN1900-PN1992.5	RADIO/TV BROADCASTS	398	36	49	104	161	48
PN1993-PN1999	MOTION PICTURES	1180	87	138	376	507	71
PN4001-PN4321	ORATORY/SPEECH DEBATE	873	303	213	197	136	24
PN4375-PN5650	JOURNALISM	1230	196	231	362	333	108
Z657-Z659	BIBLIOGRAPHY. FREE PRESS CENSORSHIP	47	9	8	9	16	5
Z5630	BIBLIOGRAPHY. COMMUNICATION	21	1	1	12	6	1
Z5784.M9	BIBLIOGRAPHY. MOTION PICTURES	32	1	2	21	8	
Z7711	BIBLIOGRAPHY. TELEVISION	3			2	1	

The materials housed in Ward Edwards Library were compared to the materials recommended in Books for College Libraries (3rd ed. 1988). This comparison revealed that Central owns 69% of the holdings suggested by Books for College Libraries; however this percentage varies significantly among sub-areas. A detailed description of the holdings in specific communication sub-areas is provided in Table 2.

Table 2
COMMUNICATION DISCIPLINES - BOOKS FOR COLLEGE LIBRARIES

SECTION TITLE AND CALL NUMBER	TOTAL	# OWNED BY WEL	% OWNED BY WEL
Telecommunication. Radio (HE 7601-9715)	18	15	83%
Television (HE 8700)	8	6	75%
Advertising (HF 5801-6191)	23	19	83%
Communication, Mass Media (HM 258)	13	10	77%
Public Opinion, Public Relations, Propaganda (HM 261-263)	6	5	83%
Transportation Communication (KF 2161-2849)	15	12	80%
Freedom of Expression (KF 4770-4783)	6	5	83%
Freedom of Speech (KF 4772)	5	4	80%
Freedom of Press. Freedom of Information (KF 4774-4775)	9	8	89%
Communication, Mass Media (P 87-92)	14	13	93%
Oral Communication, Speech (P 95-95.6)	6	5	83%
Political & Other Special Aspects (P 95.8-96)	7	4	57%
Semiotics, Signs, Nonverbal Communication (P 99-99.5)	10	8	80%
Radio. Television Broadcasts (PN 1900-1992.5)	21	19	90%
Motion Pictures (PN 1993-1999)	11	10	91%
History (PN 1993.5)	10	5	50%
By Country (PN 1993.5.A3-Z)	21	8	38%
United States (PN1993.5.U6)	27	13	48%
Study. Teaching (PN 1993.8)	1	1	100%
General Works (PN 1994)	11	9	82%

SECTION TITLE AND CALL NUMBER	TOTAL	# OWNED BY WEL	% OWNED BY WEL
Criticism. Aesthetics. Psychology (PN 1995)	29	17	59%
Film and Literature (PN1995.3)	2	2	100%
Film and Sound (PN 1995.7)	3	2	67%
Special Topics (PN 1995.9)	38	21	55%
Editing, Writing (PN 1996-1997.85)	16	10	63%
Biography, Criticism (PN1998)	2	2	100%
Individuals A-Z (PN 1998.A3)	39	21	54%
Miscellany (PN 1998.A4-Z)	4	2	50%
Film Corporations (PN 1999)	3	0	0%
Oratory, Speech, Debate (PN 4001-4321)	8	8	100%
Journalism, The Press (PN 4700-5650)	8	6	75%
Relation to State, Regulation (PN 4375-4749)	13	11	85%
Ethics, Editing Reporting (PN 4765-4784)	7	6	86%
Special Topics, A-Z (PN 4874)	6	2	33%
History: General (PN 4081-4836)	7	5	71%
United States (PN 4840-4900)	11	9	82%
Special Periods (PN 4858-4867)	8	7	88%
Biography, Reminiscences (PN 4871-PN4874)	2	1	50%
Individuals, A-Z (PN 4874)	37	26	70%
Newspaper, Magazines (PN4877-PN4900)	18	13	72%
Special Newspapers (PN 4899)	16	12	75%
Special Magazines (PN 4900)	4	3	75%
Canada (PN 4901-4920)	3	0	0%
Britain (PN 5111-PN5140)	14	8	57%
Other Countries (PN 5160-5645)	7	4	57%
Freedom of the Press, Censorship (Z 657-659)	4	2	50%
Communication (Z 5630)	1	1	100%
Moving Pictures (Z 5784.M9)	10	7	70%
Television (Z 7711)	1	1	100%
Totals	561	388	69%

In addition to Books for College Libraries, seven subject bibliographies were checked to determine the percentage of materials owned by Ward Edwards Library. Two bibliographies on mass media, four bibliographies on journalism, and one bibliography on film, tv, and video were searched to discover what materials were in this library. Percentages for materials owned ranged from a low of 31.8% to a high of 63%. The following bibliographies were examined:

American journalism history: an annotated bibliography. Compiled by W.D. Sloan. New York: Greenwood Press, 1989.

1,068 owned of 2,581 entries = 41.3%

Basic books in the mass media. Eleanor Blum. 2nd ed. Chicago: Univ. of Illinois Press, 1980.

502 owned of 1,179 entries = 42.5%

Guide to sources in American journalism history. Edited and compiled by Lucy Shelton Caswell. New York: Greenwood Press, 1989.

77 of 122 entries = 63%

Journalism: a guide to the reference literature. Jo A. Cates. Englewood, CO: Libraries Unlimited, 1990.

200 owned of 553 entries = 36.1%

Journalist's bookshelf: an annotated and selected bibliography of United States print journalism. Roland E. Wolseley and Isabel Wolseley. 8th ed. Indianapolis: R.J. Berg & Co., 1986.

842 owned of 2,422 entries = 34.7%

Mass media bibliography: an annotated guide to books and journals for research and reference. Eleanor Blum and Frances Goins Wilhoit. Chicago: Univ. of Illinois Press, 1990.

898 owned of 1,947 entries = 46.1%

On the screen: a film, television, and video research guide. Kim N. Fisher. Littleton, CO: Libraries Unlimited, 1986.

205 owned of 645 entries = 31.8%

Although there were additional bibliographies available in the collection, they were deemed too old to be of value to this assessment.

The analysis of the monograph collection in Table 1 appears to indicate a fairly well-balanced collection. The large number of books with copyright dates for the 1970s and 1980s appears to mirror the relative affluence of the 70s and early 80s compared to the leaner times of the late 80s and 90s. The one area which appears to be over-purchased is PN1993-PN1999, motion pictures. This can be justified because of the large number of books being published in this field and the interest in film expressed by faculty in the department. This does appear to indicate that future purchases in this subject area should be carefully scrutinized.

At the present time approximately 7 percent of the monograph collection in communication disciplines do not have records in the NOTIS database. These records should be made a retrospective conversion priority and entered into NOTIS before accreditation next year.

Interlibrary loan statistics indicate a gradual increase in the number of books received from other libraries, but this figure is approximately half the number of books sent to other libraries. Circulation statistics are not available for the call number ranges representing communication disciplines. Since circulation statistics are questionable at best and since there appears to be no consensus as to the appropriate way to measure in-house usage, no attempt has been made to include those measures in this analysis.

Periodical holdings were checked against Magazines for Libraries (Katz, 1989). There were a total of 199 journals listed in the subject areas relevant to the communication department. Central has holdings in 61 (31%) of the journals listed. Although this figure appears low, some of the communication disciplines such as film, publish many special-interest publications which an institution of our size would not find necessary to acquire. The basic periodicals listed for each subject area appear to be a better indicator of the extent of the periodical collection. A total of 42 basic periodicals were listed and Central has holdings in 27 (64%) of those journals. This appears to be a more relevant comparison for our library. These subject disciplines also list 15 basic abstracts and indexes of which the library currently subscribes to nine or 60%. The only discipline without a basic index is television, radio, video, and film.

Periodical holdings at Ward Edwards Library were also compared to those listed in The Iowa Guide: Scholarly Journals in Mass Communication and Related Fields (1988). This guide listed a total of 73 journals, 39 of which were in communication and 34 in related disciplines. Communication is the central focus of the guide, but other journals are included when the subject scope is broad enough to include journalism and mass communication. Of

the 39 communication journals listed, Ward Edwards Library owns 27 (69%). Our holdings for the secondary journals are 18 of 34 or 53%. Collectively, Ward Edwards Library owns 63% of the titles listed in The Iowa Guide. In my opinion, this is an adequate collection for an institution the size of Central.

In addition to comparing the periodical holdings to standard bibliographies, the faculty of the Department of Communications were surveyed in the spring of 1993 to determine which journals, if any, were dispensable. The survey resulted in a response rate of 54%. The department chair and nine program coordinators jointly completed one survey at a departmental meeting. Of the 75 periodical and standing orders charged to the Department of Communication, only 7 titles received no "essential" votes. None of the 75 titles were viewed "dispensable" by a majority of the respondents. The complete results of the survey are noted in Appendix B.

4. Level of Collecting Needed to Support the Curriculum

It is my opinion that this collection should be at Level III, Instructional Support. The number of classes offered, the student enrollment for those classes, and the number and variety of degrees mandate continuing this level of support.

5. Comparison of Present Level With Needed Level

This collection appears to be at Level III, Instructional Support. However, the number of programs represented by this department makes maintenance of a balanced collection difficult. The Communication Department has purchased approximately 150 non-serial items for each of the past three years. In a discipline which relies upon both books and journals this number of non-serial materials seems low. Table 3 summarizes the expenditures for the Department of Communication for the last three years.

TABLE 3
COMMUNICATION DEPARTMENT: Summary of Expenditures

Type of Materials	Fiscal Year 1993	Fiscal Year 1992	Fiscal Year 1991
Books	$8,422.38*	$5,450.62	$5,857.85
Periodicals	3,561.07	3,587.31	2,982.33
Standing orders	1,838.01	1,803.42	1,221.65
Microforms	847.70	721.65	953.36
Videos/films	777.17	292.95	5,125.55
Rental charges			<103.01>
Bindery charges	370.97	357.00	
Replacements		39.70	
TOTALS	$15,817.30	$12,252.65	$16,037.73

*Includes an additional one-time allocation of $3,000.

Although the periodicals and standing order collection appears adequate at the present time, it is my conclusion that careful management of the collection will be needed to maintain the present level during the next five years. The few items in the collection which are not indexed should be carefully examined and their use evaluated by the faculty.

The fact that the communication collection is a truly interdisciplinary collection, coupled with the static materials budget is reason for concern. In FY91 the Communication Department purchased 156 books; in FY92, 150 books; in FY93, 276 books.

The materials budget allocation formula needs to be examined and refined to better support one of the top producing departments on this campus. Although the Communication Department is the third largest department in terms of faculty and sixth in total student credit hours generated, the department is fifteenth in terms of materials dollars assigned by the budget allocation formula. As the library materials budget remains static and monograph acquisitions continue to dwindle, our monograph collection will become increasingly dated unless additional funds become available.

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Cheryl Riley, Assistant Professor
Communication Bibliographer

Date Submitted

Appendix A

COURSES IN COMMUNICATION

Mass Communication

COURSE NUMBER	COURSE TITLE	CREDIT
GENERAL		
MCOM 1000	Introduction to Mass Communication	3
MCOM 3010	Mass Media Practicum	1-2
MCOM 3070	Media Research Methods	2
MCOM 4020	Special Topics	1-3
MCOM 4040	Media Management	2
MCOM 4045	Media Economics and Sales	3
MCOM 4050	Mass Communication Law	3
MCOM 4060	Comparative Media Systems	2
MCOM 4080	Criticism of Mass Media	2
MCOM 4090	Special Projects	1-3
MCOM 4095	Internship	1-3
MCOM 5030	Seminar in Mass Media	2
MCOM 5060	International Communication	2
MCOM 5080	Effects of Mass Communication	3
BROADCASTING AND FILM		
MCOM 2100	Foundations of Broadcasting	3
MCOM 2111	Audio Production and Performance	3
MCOM 2112	Video Production and Performance	3
MCOM 2115	Broadcast Copywriting	3
MCOM 3100	History and Art of the Film	3
MCOM 3110	Radio Production	3
MCOM 3111	Television Production	3
MCOM 3112	Film Production	3
MCOM 3130	Broadcast Programming and Operations	3
MCOM 4110	Advanced Television Production	3
MCOM 4115	Writing Dramatic and Documentary Programs	3
MCOM 4170	Instructional and Corporate Television	3
MCOM 4175	New Media Technologies	2
JOURNALISM		
MCOM 1220	Elements of News Reporting	3
MCOM 2200	Heritage of American Journalism	2
MCOM 2220	Copyediting and Layout	3
MCOM 3225	Feature Writing	3
MCOM 3230	Photo Journalism	3
MCOM 3235	Broadcast Journalism	3
MCOM 4210	Magazine Design and Production	3
MCOM 4220	Editorial and Interpretative Writing	3

COURSE NUMBER	COURSE TITLE	CREDIT
MCOM 4235	Advanced News Reporting	3
MCOM 4271	School Publications	2
PUBLIC RELATIONS AND ADVERTISING		
MCOM 2320	Public Relations	3
MCOM 3340	Mass Media Advertising	3
MCOM 4380	Publicity	3
MCOM 4385	Case Studies in Public Relations	2
MCOM 4390	Campaigns	3
MCOM 5300	Seminar in Public Relations	2-6

Speech Communication

GENERAL EDUCATION		
SPCM 1000	Public Speaking	3
SPCM 3000	Interpersonal Communication	3
GENERAL SPEECH COMMUNICATION		
SPCM 1110	Voice and Diction	2
SPCM 1120	Introduction to Communication	2
SPCM 2125	Improving Listening Abilities	2
SPCM 2130	Small Group Communication	3
SPCM 2140	Argumentation and Debate	3
SPCM 3120	Audience Adaptation	3
SPCM 3125	Nonverbal Communication	2
SPCM 3127	Improving Interviewing Skills	2
SPCM 3150	Principles of Presentational Speaking	3
SPCM 3155	Speech Writing and Criticism	3
SPCM 3170	Special Topics in Speech Communication	1-6
SPCM 3190	Forensics	1-3
SPCM 4120	Persuasion	2
SPCM 4130	Theories of Interpersonal Communication	3
SPCM 4135	Gender Communication	3
SPCM 4140	Classical Rhetorical Theory	3
SPCM 4145	Modern Rhetorical Theory	3
SPCM 4150	Contemporary Public Address	2
SPCM 5100	Seminar in Speech Communication	2-6
SPCM 5130	Group Communication	3
SPCM 5160	General Semantics	3
PROFESSIONAL		
SPCM 3210	Issues in Teaching Speech Communication	2
SPCM 4200	Special Projects - Speech Communication	1-6
SPCM 4280	Communication in Organizations	3

COURSE NUMBER	COURSE TITLE	CREDIT
SPCM 4283	Communication Training	3
SPCM 4285	Internship in Speech Communication	1-6
SPCM 5210	Advanced Problems of Teaching Speech	3
SPCM 5220	Speech Education Studies	2-6
SPCM 5227	Professional Interviewing	2
SPCM 5250	Presentational Speaking in Professional Settings	2
SPCM 5270	Communication Assessment	2
SPCM 5280	Studies in Organization Communication	2
SPCM 6271	Graduate Internship in Organizational Communication	1-6

Graduate Study

COMM 5000	Intro to Graduate Study in Communication	3
COMM 5010	Theories of Communication	3
COMM 5090	Thesis	1-6
COMM 6000	Readings	1-6
COMM 6090	Research Problems	1-6

Appendix B
SURVEY RESULTS FOR JOURNALS CHARGED TO THE COMMUNICATION DEPARTMENT

JOURNAL TITLE	ESSENTIAL	DESIRABLE	DISPENSABLE	MCOM OR SPCOM
ACA BULLETIN	2	5	1	6-S 3-M
AMERICAN CINEMATOGRAPHER	3	5		6-M
ARGUMENTATION AND ADVOCACY	3	4	2	7-S
AMERICAN JOURNALISM	7	1		7-M 1-S
BROADCAST ENGINEERING	1	6		6-M
BROADCASTING	5	2		6-M
CABLE TELEVISION BUSINESS	2	5		6-M
CABLE VISION	3	2		5-M
COLLEGE MEDIA REVIEW	4	3		7-M
COLUMBIA JOURNALISM REVIEW	6	3		7-M
COMBROAD	1	4	1	3-M 1-S
COMMUNICATION	2	6		4-M 4-S
COMMUNICATION EDUCATION	9	4		5-M 8-S
COMMUNICATION QUARTERLY	9	3		4-M 8-S
COMMUNICATION RESEARCH	11	1		6-M 7-S
COMMUNICATION STUDIES	9	2		3-M 7-S
COMMUNICATION WORLD	1	6		4-M 3-S

JOURNAL TITLE	ESSENTIAL	DESIRABLE	DISPENSABLE	MCOM OR SPCOM
COMMUNICATIONS AND THE LAW	9	2		7-M 3-S
COMM/ENT	2	4		4-M
CRITICAL STUDIES IN MASS COMM	9	1		8-M 3-S
EBU TECHNICAL REVIEW	1	3		4-M
EDITOR AND PUBLISHER	10			7-M
EDITOR AND PUBLISHER INTERNATIONAL YEAR BOOK	7	2		6-M
EDITOR AND PUBLISHER MARKET GUIDE	7	1		5-M
FEDERAL COMMUNICATIONS LAW JOURNAL	10			6-M 1-S
FILM CULTURE		5		3-M 1-S
FILM QUARTERLY	3	2		3-M 1-S
FORENSIC OF PI KAPPA DELTA	4	5	1	7-S
INTERNATIONAL JOURNAL FOR MASS COMMUNICATION STUDIES	9			6-M 1-S
HUMAN COMMUNICATION RESEARCH	8	3		5-M 7-S
INTERNATIONAL PUBLIC RELATIONS REVIEW	8			5-M
IPI REPORT	1	2		1-M 1-S

JOURNAL TITLE	ESSENTIAL	DESIRABLE	DISPENSABLE	MCOM OR SPCOM
JOURNAL OF APPLIED COMMUNICATION RESEARCH	9	3		6-M 5-S
JOURNAL OF BROADCASTING AND ELECTRONIC MEDIA	8			5-M
JOURNAL OF BUSINESS AND TECHNICAL COMMUNICATION	3	5	1	4-M 5-S
JOURNAL OF COMMUNICATION	13			7-M 7-S
JOURNAL OF FILM AND VIDEO	5	1		3-M
JOURNAL OF POPULAR FILM AND TELEVISION	6	1		4-M
JOURNALISM EDUCATOR	8	1		6-M
JOURNALISM HISTORY	8	1		6-M
JOURNALISM QUARTERLY	9			6-M
LIGHTING DIMENSIONS		4		3-M
LITERATURE FILM QUARTERLY	2	3		3-M
MANAGEMENT COMMUNICATION QUARTERLY	5	5		4-M 5-S
MASS COMM REVIEW	7	3		6-M
MASTHEAD	2	4		5-M
MEDIA AND VALUES	2	4		4-M
NEWS MEDIA AND THE LAW	8	2		6-M 1-S

JOURNAL TITLE	ESSENTIAL	DESIRABLE	DISPENSABLE	MCOM OR SPCOM
NEWSPAPER RESEARCH JOURNAL	7	1		6-M
ORGANIZATIONAL DYNAMICS	3	5		1-M 7-S
PRESSTIME	6	1		3-M 2-S
PUBLIC RELATIONS JOURNAL	8	1		6-M
PUBLIC RELATIONS QUARTERLY	9			6-M 1-S
PUBLIC RELATIONS REVIEW	8			5-M 1-S
QUILL AND SCROLL	3	4		5-M
QUILL	3	4		4-M
ROSTRUM	1	3	1	1-M 2-S
SCHOOL PRESS REVIEW	5	4		5-M
SIGHT AND SOUND		5		3-M
SOUTHERN COMMUNICATION JOURNAL	8	3	1	1-M 8-S
SPEAKER AND GAVEL	2	6	1	5-S
TELEVISION QUARTERLY	2	4		3-M
VIDEO MAGAZINE		5		3-M
VIDEO REVIEW		5		3-M
WESTERN JOURNAL OF COMMUNICATION	7	4	1	1-M 6-S
WIDE ANGLE		5		3-M

STANDING ORDER TITLES

STANDING ORDER TITLE	ESSENTIAL	DESIRABLE	DISPENSABLE	MCOM OR SPCOM
CABLE TELEVISION NONBROADCAST VIDEO	2	3		2-M
COMMUNICATION ABSTRACTS	8	1		4-M 5-S
COMMUNICATION YEARBOOK	7	3		5-M 6-S
CONTRIB. TO STUDY OF MASS MEDIA COMMUNICATION	4	1		3-M
FREE SPEECH YEARBOOK	8	3		4-M 4-S
JOURNALISM ABSTRACTS	7			4-M
MEDIA LAW REPORTER	6			4-M
VARIETY BROADCAST-VIDEO SOURCEBOOK		4		3-M
VIDEO SOURCEBOOK		2	1	2-M

Numbers in the cells refer to the number of respondents